



An initiative of United Way of Greater Los Angeles  
& L.A. Area Chamber of Commerce

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Hollywood Property Owners Alliance

**KENT SMITH**  
LA Fashion District BID

**JIM WHITE**  
Paramount Studios

# MINUTES

September 17, 2015

7:30-9am

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<b>7:30 am</b>	<b>Welcome &amp; Introductions</b>	Jerry & Chris
<b>7:40 am</b>	<b>Ending Chronic Homelessness in 2017</b>	Christine
<b>8:10 am</b>	<b>Update: City &amp; County Policy</b>	Christine
<b>8:30am</b>	<b>Update: Strategic Communications</b>	Zahirah
<b>8:45 am</b>	<b>Next Steps &amp; Meetings</b>	

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Task Force members present:

Jerry Neuman	Kerry Morrison
Chris Carey	Neil Haltrecht
Wendy Levin	Bill Farrar

Task Force members absent:

Fran Inman  
Rich Grimes  
Kent Smith  
Jim White

United Way: Christine Margiotta, Zahirah Mann, Emily Bradley

Chamber of Commerce: Rueben Gonzales

Guests: N/A

**KEY ACTION ITEMS**

See following chart

**NEXT MEETING:** October 15, 2015, 7:30am to 9:30am (*PLEASE NOTE  
EXTENDED TIME*)

MAJOR TOPIC	WHAT	WHO
Ending Chronic Homelessness in 2017	Bring conversation to future meeting to plan around chronic population and initiatives	United Way
Strategic Communications	Share current materials for discussion	United Way
	Review materials for discussion at next meeting (All)	All
Task Force	Prospect list creation for future discussion	United Way/Chamber
Engagement	Look at and report back on landlord engagement work and potential improvements	United Way
	Sign up for HomeWalk at <a href="http://www.homewalkla.org">www.homewalkla.org</a>	All

## I. Welcome & Introductions

## II. Ending Chronic Homelessness in 2017

Recent meeting reevaluated the goal deadline of 2016 to end chronic homelessness based on our progress and estimates. At the meeting it was decided to match the revised Federal goal of working to end chronic homelessness by the end of 2017.

*Handout:* Monthly Housing Report- August 2015

### Action Item:

- Bring conversation to future meeting to plan around chronic population and initiatives (United Way)

## III. Update: City & County Policy

The City has created a committee with Councilmembers Huizar and Harris-Dawson as chairs currently as well as appointed some staff leadership to serve as points, such as Greg Spiegel, Homelessness Policy Director at the Mayor's Office. On the County side, the CEO has given a temporary assignment to Phil Ansell from DPSS to coordinate with the city and create a City/County plan to go to the City Council and County Board Supervisors in February.

As part of the planning process, collaborative briefing papers on the issue with policy suggestions will help inform nine forums with key representatives, recruited and convened with United Way's support. The results of these papers and sessions will go to council and the board to vote a plan into action, which will incorporate policy changes and resources as well.

## IV. Update: Strategic Communications, Homelessness

United Way has begun a strategic communications planning process across all its issue areas, including homelessness. A 6-month to 1-year plan will result that anticipates key moments and helps the organization, and therefore Home For Good, be more strategic about shaping public opinion around major events and announcements.

There was discussion around the Task Force's role in outreaching to public officials to engage them in the work and ask for their support. As a first step, it was decided that United Way would share current materials to identify what materials would work now, what needs revised and what might be missing.

Action Items:

- Share current materials for discussion (United Way)
- Review materials for discussion at next meeting (All)

**V. Next Steps/Next Meetings**

- Discussion about potential prospects for Task Force members and how to add new members to the group going forward.
- Brief conversation on landlord engagement work and potential improvements.

Action Items:

- Prospect list creation for future discussion (United Way/Chamber)
- Look at and report back on landlord engagement work and potential improvements (United Way)
- Sign up for HomeWalk at [www.homewalkla.org](http://www.homewalkla.org)

**NEXT MEETING:** October 15, 2015, 7:30am to 9:30am (*PLEASE NOTE EXTENDED TIME*)

Meeting adjourned at 9am